

JUN 01 2010

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-66 (GP-238-00-US)**

Appl. No.: **10/813,925**

Confirmation No.: **5061**

Applicants: **Sumit AGARWAL, et al.**

Filed: **March 31, 2004**

Title: **DETERMINING AD TARGETING INFORMATION AND/OR AD CREATIVE  
INFORMATION USING PAST SEARCH QUERIES**

TC/A.U.: **3622**

Examiner: **Yehdega Retta**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

In response to the final Office Action mailed on December 30, 2009 (Paper No. 20091221), which set a period for response to expire on March 30, 2010, that period being extended two (2) months to expire on May 30, 2010 (effectively June 1, 2010), please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 25 of this paper.